

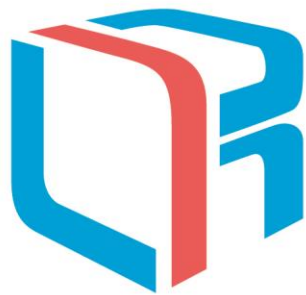
TERMS OF REFERENCE 1

CONTENT DEVELOPMENT FOR
“LOCOMOLE”

MOBILE APPLICATION FOR TOURISM,
TRAVEL AND HOSPITALITY

v.1.1

Date: 5th May, 2018



LDR

Technologies
Lanka (Pvt) Ltd

Affiliated to LDR technology Singapore Pte. Ltd.

LDR Technologies Lanka (PVT) LTD

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Terms of Reference for Content Development for LOCOMOLE Tourism Related Mobile application

Introduction

Today, we live in an information-rich age, where we require more information from our environment. Through cutting-edge location-based technology and mobile platforms, we are now able to incorporate and extract more information with our surroundings.

From boosting productivity, enhancing customer experience and heightening the way we interact with locale, LDR Technologies Lanka brings you the finest award-winning mobile platforms and location-based technologies from Singapore.

The government of Singapore awarded LDR Technology as key Technology Platform to develop the mobile application on Tourism, Education and Defence on “PocketTrips” and “LOCOMOLE” Mobile Application Platform.

LDR Technologies Lanka (PVT) LTD

LDR Lanka was formed with the collaboration of LDR Technology Pte. Ltd, based in Singapore, LDR Technology is a leading, award-winning location-based mobile application and e-learning solution company. We strongly believe in redefining the way people discover places, products, and experiences. Today, more than 160,000 participants have experienced our 95 mobile trails, the latest being our Changi Airport and SG50 Presidents’ Trail. LDR Technology signature web-based authoring platform, Pocket Trips™, enables anyone without programming knowledge to design and develop visually appealing, interactive site content which can be triggered by GPS, Image Recognition or Bluetooth Smart technology using Smartphone devices.

With the investiture of this historical alliance, LDR Technologies Lanka (PVT) Ltd is competent to introduce award-winning location-based mobile application technology to support Sri Lanka, mainly for the tourist industry.

Specific Objectives of Content Development - Continuation of Services – Additional Trails

1. Content development (Image, Text, Video,) following three interactive mobile tails.
 - a. Sigiriya
 - b. Anuradhapura

c. Polonnaruwa

Additional Service procurements

- A. Second Group of Trail Formatting and Studio services
- B. Galle
- C. Kandy
- D. Ruhuna
- E. Kelaniya

Continuation of the same service to Next Batch of Trails too

- 2. Images identification for requirement of the above trails.
- 3. Short Video identification and formation according to the requirement given in the annexure.
- 4. Type of Services expected from Providers
 - A. Content Provider with Script Development
 - B. Content selection for verification
 - C. Content Formatting
 - D. Content Editing after Formatting

Note: All the services or Some Services could be offered.

Content for the application Trails – Tourism and Travel

Source of the Content for the application / trails (Image, Video and Text) shall be the full responsibility of the content Provider/developer and the content provider shall bare the full responsibility and legality of the content which they use for the Trail/application. Once the content is fully formatted and developed and when it is in the Trail/application, it becomes the property of LDR / LDRSL.

Specific Tasks

- Content selection according to the trails design to the specifications of “story board format” (Guidelines will be provided with a Sample Format).

- The Raw video, Multimedia, and Combined Graphics Editing to Mobile and Web application specifications with a facilitation of such infrastructure. (i.e. Mobile Graphics, Studio/lab access or facilities)
- Content approval from LDRSL
- Content formatting according to the guide lines of the story board format.
- Content handover to LDRSL with the source files of the content. (Electronic Format)
- Official handover and signoff of the content formatting, verification and development.

Preferred Technology

- Adobe Photoshop, illustrator, Page maker, Coral draw, 3D Max, Android and IOS (preferred), after effect, Premier PRO, Lumium etc.
- Any other Microsoft, Android and IOS base Tools

Deliverables as Per Project Time Lines

- Selected content appropriate for the Mobile trail (Images, Video, and Text).
- Content Formatting according to guide lines given by LDRSL and submission for verification.
- Alignment of Verified content to the story board format (Image sizes).
- Final Story board for verification of LDRSL.
- Further content editing and formatting according to the guide lines of LDRSL and LDR until commissioning of the trails.

Note: Project Time Line and Quality of Service will be strictly adhered.

Competencies Required

- A. Content develop, content selecting, script writing, or editing and conceptualize to a story and offer the challenges in the Trail to create the Traveler's interest.
- B. Competencies on all graphic design, video editing / Design, animation software as indicated above. Competencies in web designing.
- C. Multimedia editing and Hosting experience on Mobile-Cloud - Simulation facilities and or internal arrangements with such Partners.

Note: LDRSL Team will provide the Project Plan, Monitoring and Execution support and Quality Assurance Guidelines too.

Experience

Similar project experience will be an added qualification for the Service Provider. Selected Service Providers will be offered a Training on Technology Integration on Mobile Trail Development.

Previous Experience of Similar Services such as POCKETTrips platform are preferred

Duration of Assignment

Approximately 90 days including Error Correction

June 02nd 2018- August 02th 2018

Annexure

1. Story Board format for content development
2. Attached the Payment Schedule or Table on Assignment
3. Quality and Project Management plan.

Payment Structure: Sample

Service	Hourly rate Or Task	SLR
Complete Service List Refer the quoted Trail Name		
Individual Service List		

Project Management Plan:

Project plan will be shared after selecting the suitable organization or Individuals.

Project schedule updates will be continuously provided by the Project Manager

Payment Terms: As per Project Plan.

TERMS OF REFERENCE -2

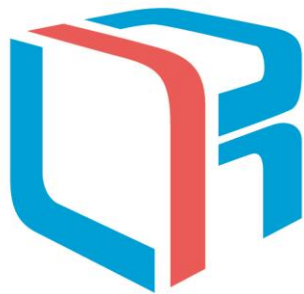
LOCOMOLE MOBILE TRAILS

UPLOAD TO POCKETTRIPS

MOBILE APPLICATION FOR TOURISM, TRAVEL AND
HOSPITALITY

v.1.2

Date: 5th May, 2018



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With the investiture of this historical alliance, LDR Technologies Lanka (PVT) Ltd is competent to introduce award-winning location-based mobile application technology to support Sri Lanka, mainly for the tourist industry.

Specific Objectives of Content upload from “Storyboard” to POCKETTrips Mobile Platform and Monitor online Errors- 3 days per Trail

Trail Details

5. Content development (Image, Text, Video,) following three interactive mobile tails.
 - a. Dambulla
 - b. Anuradhapura
 - c. Polonnaruwa

Additional Service procurements for the same Service

- A. Second Group of Trail Formatting and Studio services
- B. Galle
- C. Kandy
- D. Ruhuna
- E. Kelaniya

Continuation of the same service to Next Batch of Trails too

6. Images identification for requirement of the above trails.
7. Short Video identification and formation according to the requirement given in the annexure.
8. Type of Services expected from Providers
 - E. Content upload from POCKETTrips
 - F. POCKETTrips status verification
 - G. Monitor Publishing status.

Note: All the services must

Storyboard Upload to POCKETTrips Trails – Tourism and Travel

Source of the Content for the application / trails (Image, Video and Text) shall be the full responsibility of the content Provider/developer and the content provider shall bare the full

responsibility and legality of the content which they use for the Trail/application. Once the content is fully formatted and developed and when it is in the Trail/application, it becomes the property of LDR / LDRSL.

Specific Tasks

- Content selection according to the trails upload to the specifications of “story board format” (Guidelines will be provided with a Sample Format)
- POCKETTrips upload approval from LDRSL
- LDRSL with the source Trails Storyboard of the content. (Electronic Format)
- Official handover and signoff of the Trial Upload completion

Preferred Technology Skill and Experience

- Adobe Photoshop, illustrator, Page maker, Coral draw, 3D Max, Android and IOS (preferred), after effect, Premier PRO, Lumium etc.
- Any other Microsoft, Android and IOS base Tools
- Training on POCKETTrips and LocoMole will be mandatory requirement
- Aptitude Test will be required for others , who has not completed the certification

Deliverables as Per Project Time Lines

- Selected Storyboard for the Mobile trail (Images, Video, and Text).
- Verified of the Storyboard (Image sizes).
- Final Story board upload to will be approved by LDRSL.

Note: Project Time Line and Quality of Service will be strictly adhered

Competencies Required

- D. Storyboard online editing error detection and do necessary challenges in the POCKETTrips
- E. POCKETTrips platform and LocoMole to be able to demonstrate online

Note: LDRSL Team will provide the Project Plan, Monitoring and Execution support and Quality Assurance Guidelines too.

Experience

Similar project experience will be an added qualification for the Service Provider. Selected Service Providers will be offered a Training on Technology Integration on Mobile Trail Development.

Previous Experience of Similar Services such as POCKETTrips platform are preferred

Duration of Assignment

Approximately 90 days including Error Correction

June 02nd 2018- August 02th 2018

Annexure

4. StoryBoard format content development structure
5. Attached the Payment Schedule or Table on Assignment
6. Quality and Project Management plan.

Payment Structure: Sample

Service	Hourly rate Or Task	SLR
Complete Storyboard upload to POCKETTrips Refer the quoted Trail Name		
Individual Service List		

Project Management Plan:

Project plan will be shared after selecting the suitable organization or Individuals.

Project schedule updates will be continuously provided by the Project Manager

Payment Terms: As per Project Plan.

